



# Q & A TALKING POINTS

## **How long has CTB been organized and what was the original reasoning behind this signature event in downtown?**

CTB is in its 5th year. Originally, MCAD was approached by a private sector group to collaborate on an arts festival that would activate downtown and provide opportunities for local artists and visiting artists. This partnership has been very helpful in fundraising for the event to keep it going.

## **How many visitors, vendors, and artists did you have last year? What do you expect this year in terms of participation and overall attendance?**

In 2011, there were over 30,000 people in attendance, with over 200 artists, chalk artists, vendors and performance artists participating. This year for CTB5 we are expecting about 35,000 in attendance with the largest art installations to date in the festival's history.

## **Any new additions or special events to look out for this year?**

Every year, we work hard to change the program so there are always several never-before-seen art installations and performances happening. This year, we have the largest installations MCAD has ever programmed. Additionally, this year will feature an art installation that is designed through crowd-sourcing. This opportunity will be announced online in September.

## **What are the most popular, "can't miss" events of CTB this year?**

The definite "can't miss" parts are the pop-up galleries during the Gallery Crawl happening on Friday, October 12. After the Gallery Crawl is a roof top DJ concert at the top of the Mills Building parking structure on Friday night. Another definite "can't miss" is the Mirazozo Luminarium, a large scale sculpture installation taking over Cleveland Square. Plus the over 40 chalk artists creating unique works downtown.

## **How can artists and/or vendors get involved in CTB?**

Artist and vendors are able to apply by September 10th online at <http://www.elpasotexas.gov/mcad/>

If there was a wish list to make CTB even larger and even more popular, what would that be? In a perfect world, we would like additional support from the community and local businesses and for everyone to spread the word and bring their friends along to the event.

## **Anything else you would like to add?**

Chalk the Block is FREE. CTB has received several awards for excellence and has been recognized by both the Texas Downtown Association and the International Downtown Association. It's important to note the incredible economic impact Chalk the Block has for downtown businesses. Last year, over \$875,000 in economic impact was generated to local businesses during the festival weekend.